

attaching an advertisement script to a page message for the paging service subscriber having the identification number,

wherein the step of generating the identification number comprises generating a capcode.

5. (Twice Amended) A method for attaching advertisements to messages received by paging units, comprising:

generating an identification number associated with at least one paging service subscriber and storing the generated identification number in a central database;

programming a paging unit of the paging service subscriber with the identification number;

attaching an advertisement script to a page message for the paging service subscriber having the identification number programmed into the paging unit; and

transmitting the advertisement script and the message to the paging unit having the identification number,

wherein the step of generating the identification number comprises generating a capcode.

14. (Amended) A method for targeted marketing, comprising:

generating an identification number associated with at least one paging service subscriber; and

attaching an advertisement script to a page message for the paging service subscriber having the identification number,

wherein the step of generating the identification number associated with at least one paging service subscriber comprises generating a plurality of capcodes corresponding to a plurality of paging service subscriber types.

16. (Amended) A method for targeted marketing, comprising:

generating an identification number associated with at least one paging service subscriber; and

attaching an advertisement script to a page message for the paging service subscriber having the identification number,

wherein the step of generating the identification number associated with at least one paging service subscriber comprises generating a plurality of capcodes associated with at least one paging service subscriber.

19. (Amended) A method for attaching advertisements to messages received by paging units, comprising:

generating an identification number associated with at least one paging service subscriber and storing the generated identification number in a central database;

programming a paging unit of the paging service subscriber with the identification number;

attaching an advertisement script to a page message for the paging service subscriber having the identification number programmed into the paging unit; and

transmitting the advertisement script and the message to the paging unit having the identification number,

wherein the step of generating the identification number associated with at least one paging service subscriber comprises generating a plurality of capcodes corresponding to a plurality of paging service subscriber types.

21. (Amended) A method for attaching advertisements to messages received by paging units, comprising: